



**YOU'RE INVITED!** The Board and Staff of the Tulip Time Festival would like to invite you to apply for participation in the 2010 Festival parades. We're hoping to celebrate with dozens of exciting, colorful entries that show our guests what our community and Dutch heritage is all about!

**DATES:** The dates for the 2010 Tulip Time Festival are May 1-8. Applications will be accepted for the Volksparade (Wednesday, May 5), the Kinderparade (Thursday, May 6) and the Muziekparade (Saturday, May 8). All three parades start at 2:00 PM sharp!

**KINDERPARADE REMINDER:** The Parade Committee will accept up to 6 float applications for the Kinderparade. Applicants must be child-related organizations, and floats should highlight a Dutch theme. (Raindate: Friday, May 7)

**VEHICLE ENTRIES:** The Parade Committee will allow a limited number of vehicle entries. Vehicle entries must be convertibles (5 years old or less), or antique/classic cars (20 years old or older). The total number of vehicle entries will be limited based on the total number of parade entries. Ordinarily, preference will be given to entries with strong visual appeal or riders in Dutch Costume. **Please note:** *Entrants should make arrangements for obtaining an appropriate vehicle prior to submitting the application.* Please include a photo of the vehicle with your application.

**FLOATS:** Floats can be built by your group or rented/purchased from any reputable float builder. We work most closely with Craig Brokstad, Great Lakes Parade Floats, in Muskegon Heights (231-739-7315 or afloat4u@aol.com). Craig can also help you track down materials if you want to build your float yourself. Please keep in mind the possibility of poor weather conditions when selecting your building materials. **Please note:** *before starting any float, please confirm your acceptance with our office.*

Float tow vehicles may be available from our Tulip Time sponsor, Crown Motors. Call Wendy at 394-5562 for more information.

**LIVE TULIPS FOR FLOATS:** Each float will be provided with up to 12 pots of tulips in plain green plastic pots. Pots are approximately 10" in diameter. Applicants are encouraged to supply additional tulips if the size of the entry allows it.

**WHAT TO SEND:** Please include the small fee, if applicable, for parade participation along with your application. All new entries and entries that have changed since your last Tulip Time appearance must also include a photo or sketch of the entry, along with the application.

**DEADLINES!** **All applications must be received in the Tulip Time office by March 1.** Applications received after that date will be reviewed only if space allows. Applicants will be notified in writing of their acceptance or rejection by March 15, 2010.

**THANK YOU!** We look forward to receiving your application and the opportunity to showcase your group. If you have questions, please contact me at sue@tuliptime.com or call me at 616-396-4221 ext. 108.

Sincerely,

Sue Schurman  
Parade Coordinator



## 2010 PARADE GUIDELINES

*Volksparade - Wednesday, May 5, 2010 - 2:00 PM*

*Kinderparade - Thursday, May 6, 2010 - 2:00 PM*

*Muziekparade - Saturday, May 8, 2010 - 2:00 PM*

The parades held during the Tulip Time Festival are designed to highlight the unique Dutch character of the festival. Entries must be for the express purpose of enhancing and promoting the Parades and the Festival, and will comply with the established guidelines. The Parade Committee reserves the right to determine if entry applications are in the best interest of the festival.

**Please read through ALL of the following guidelines to ensure that your application is processed as quickly as possible.** Any deviations from the originally accepted application, or violations of the stated guidelines could result in your unit's exclusion from the parade.

### **GENERAL GUIDELINES:**

- 1) **Each unit must maintain a forward momentum**, and may not slow or stop the parade in any way. Units may not stop to perform anywhere along the route, including for the television cameras, unless directed to do so by a Parade Marshal. **The distance between units will be set by our Parade Marshals, and must be maintained.** If a gap develops, the unit must re-establish the distance between their unit and the unit in front of them.
- 2) **All entries will incorporate a Dutch or tulip theme** into their entry. Exceptions may be made for unique entries with strong visual appeal, at the discretion of the Parade Committee. All persons participating **MUST be in Dutch costume, uniform dress, or match the theme of the entry.** Type of dress must be outlined on the application. Any insignia, images, additions or alteration of approved dress or uniform will not be allowed.
- 3) The Muziekparade and the Volksparade will go on "rain or shine". These parades will only be cancelled in the event the weather is life-threatening.
- 4) Absolutely **NO HANDOUTS** will be allowed anywhere along the parade route or in the assembly/dispersal areas on parade days, according to City of Holland Ordinances. **NO CANDY** may be thrown *or* handed out anywhere along the parade route or in the assembly/dispersal areas. This rule will be enforced by the Holland Police Department to insure that children are not running into the parade route, in front of moving vehicles and horses.
- 5) In order to allow as many groups as possible to participate in Tulip Time parades, and to keep the parades to a reasonable length, **only one entry will be allowed per group.** Identification banners will be limited to one per unit (with the exception of the Parade Sponsor).
- 6) Entries which are primarily single issue oriented, either directly or indirectly, will not be accepted. In determining whether an entry is primarily single issue oriented, factors to be considered shall include, but are not limited to, whether a substantial part of the activities of the organization or its affiliates involve (a) attempting to influence legislation; or (b) participating in or intervening in any political campaign on behalf of any candidate for a public office; or (c) advocating issues that function as political campaign intervention; or (d) carrying on propaganda.
- 7) Only current elected officials are eligible to participate in the parade as "public servants". However, no form of campaign promotion will be permitted. Tulip Time will provide signage for invited elected officials. One entry per political party will also be allowed. The entry should be general in nature and shall not promote a single issue or candidate.
- 8) **Silk and/or artificial flowers** will not be allowed on any entry. Handmade, larger than average size tulips are permitted with the approval of the committee.
- 9) No alcoholic beverages may be consumed or displayed before or during the parades.
- 10) If music or sound is to be used on the entry, this must be stated on the application and will be subject to the approval of the committee. Volume must be adjustable, and music must be appropriate.
- 11) Equestrian units must have prior parade experience and verification that the horses are parade safe. Each equestrian unit must provide their own clean-up crew. Riders must sign the Tulip Time Equestrian Agreement.
- 12) Helium parade balloons must not exceed 30 feet long/high by 15 feet wide. Balloons will not be operated in sustained winds in excess of 23 mph or gusts of more than 34 mph. Balloon Handlers must be 18 years of age or older and physically capable. Handlers should be in Dutch Costume or uniform dress (matching t-shirts/hats with your organization's logo).
- 13) Special requests from festival Corporate Sponsors will be considered by the Parade Committee
- 14) The Tulip Time Festival, through its Parade Marshals, reserves the right to make decisions at the time of a Parade, with regard to appearance, activities, and other matters involving an entry. Entries which do not comply with the restrictions or instructions of Parade Marshals shall be denied entry.

- 15) Applications must be received by the March 1, 2010 deadline to be considered. The Parade Committee shall decide whether an entry may be admitted to the Parade by March 15, and shall give prompt notice of its decision to the applicant. In the event an application is denied, the applicant may request reconsideration by written request given to the Board of Directors no later than fifteen (15) days after the date that the decision is made, but no later than March 31. The Board of Directors reserves the right to accept or reject any entry for any reason set forth in this policy, in the exercise of its judgment.
- 16) Parade participation fee is non-refundable once the entry has been accepted by the Parade Committee.

#### ***WALKING UNITS GUIDELINES:***

- 1) Walking units in the Muziekparade must be in school/team uniforms or Dutch costumes. Other walking entries with extremely strong visual appeal may be considered by the Parade Committee.
- 2) Mascots may walk in the Volksparade, but must ride in an approved vehicle for the Muziekparade. (see vehicle guidelines)
- 3) Participants of walking units in the Muziekparade must be a minimum of 10 years old.
- 4) Walking units must be preceded by a professionally made banner identifying the unit.

#### ***FIREARMS GUIDELINES:***

- 1) In order to promote the safety and well-being of parade attendees, firearms in the parade will be for ceremonial purposes only, ***and will not be loaded.*** Rifles must be carried in an "over the shoulder" position only.
- 2) Only active police personnel may be in possession of live firearms.
- 3) Entries that include firearms (replicas or non-live) will be inspected prior to step-off by the Holland Police Department.

#### ***VEHICLE GUIDELINES:***

- 1) Vehicles in the parade will be restricted to those used for pulling a float, convertibles, antique/classic cars (20 years old or older), or noticeably unique vehicles.
- 2) Corporate vehicles are not permitted unless they meet the above criteria.
- 3) **All** vehicles must be CLEAN and in good running condition. Vehicles must be 5 years old or newer (with the exception of antique/classic cars). Vehicles that do not meet these standards are subject to immediate removal from the parade line-up. *This includes vehicles pulling floats.* A photo of the vehicle must be submitted with the parade application. (Please note that tow vehicles may be available from our Tulip Time sponsors.)
- 4) Vehicle entries must provide their own manufactured signs for the vehicle (magnetic signs are encouraged). Signs must be no larger than 12" high by 24" wide. Signs identifying the vehicle's provider must be no larger than the organization's sign.
- 5) All riders/mascots must remain in their vehicle throughout the entire parade, and should be prepared for convertible tops to be put up if poor weather conditions arise.
- 6) The total number of vehicle entries will be limited based on the total number of parade entries. Ordinarily, preference will be given to entries with strong visual appeal or riders in Dutch Costume.
- 7) Ordinarily, vehicles will be limited to one vehicle per organization. Exceptions would be Queens and courts with 2 vehicles, and Car Clubs with up to 6 vehicles.

#### ***FLOAT GUIDELINES:***

- 1) Floats must incorporate a "DUTCH" or "TULIP" theme, or focus on Tulip Time, such as "XYZ Company Welcomes You to Tulip Time", or "ABC Company Salutes the Tulip Time Festival", or something similar. (please refer to General Guidelines #2 for more information)
- 2) All floats will be provided with approximately 1 dozen pots of live tulips. Pots are approximately 10" in diameter. Applications must indicate where tulip pots will be placed. Silk or artificial flowers are not allowed.
- 3) To qualify as a float, an entry must be skirted, and all objects on it must be completely decorated in floral sheeting or its equivalent. This material is available through Great Lakes Parade Floats in Muskegon by calling 231-739-7315, or email afloat4u@aol.com.
- 4) According to state statute (257.719) no float may exceed 12 1/2 feet in height. Tulip Time requires that all floats be at least 16 feet in length. Floats must be equipped with a 3 lb ABC general purpose fire extinguisher.
- 5) Lettering on the float must not be over 6 inches in height, unless a company logo is incorporated into the design of the float, in which case the logo must be of floral sheeting or its equivalent. Additional banners in front of or around the float are not allowed.
- 6) **Riders will not be allowed to leave their float** once their float is put in motion by the parade marshal. This includes, but is not limited to, Chinese fire drills, pushing riders off, etc. Due to safety and liability issues, this rule will be strongly enforced.
- 7) Drivers of tow vehicles must remain with their floats at all times, including while in the line-up area. Each float must have its own driver and own tow vehicle. No riders will be permitted in the back of tow vehicle.

- 8) The Board of Directors of Tulip Time Festival, Inc. sponsors a float competition each year for the Muziekparade. Entries must be in the staging area by 12:00 noon in order to be judged. Float riders should be present for float judging. See FAQ page for judging criteria and award categories.

***KINDERPARADE GUIDELINES:***

- 1.) **Up to 6 floats may be accepted into the Kinderparade.** Companies or Organizations applying for the Kinderparade **must be child-related.** Vehicles or other entries are not permitted, with the exception of the Kinderparade Sponsor. Kinderparade floats must incorporate a Dutch theme into their entry. It is mandatory that all riders be in Dutch Costume.
- 2.) The Kinderparade may be re-scheduled to Friday May 7, in case of rain. The rain date may be cancelled as well due to inclement weather. The Kinderparade consists of elementary-aged children, and this policy is for their protection. Parade cancellation will be announced as soon as possible, and no later than 12 noon on parade day.

**FREQUENTLY ASKED QUESTIONS**  
**ABOUT TULIP TIME PARADE PARTICIPATION**

***\*How does an organization or company enter a float (or other entry) in the Tulip Time Festival Parades?***

After completing an application and returning it to the Tulip Time Festival office, interested organizations join an applicant pool of groups seeking acceptance to participate. All groups will be informed of the Parade Committee's decision within 2 weeks from the deadline date. Applications must reach the office by the deadline specified on the application. Float tow vehicles may be available from Crown Motors.

***\* How are participants chosen?***

The Parade Committee first looks at compliance with guidelines and themes, and completeness of the application. We also look to maintain a balance of corporate, civic, and non-profit entries. Additionally, we are looking for high quality entries with a great deal of 'curb appeal'. Dutch Costume is encouraged, however other uniform dress may be accepted, based on theme and visual appeal.

***\* Are there any fees for participation?***

All non-profit groups and 2010 Tulip Time Festival Corporate Sponsors do not incur a participation fee. Companies that are not a current festival corporate sponsor must pay a \$125 fee for a float, or \$100 for any other entry.

The cost of a float varies widely depending on, among other factors, whether it is built by a contracted professional float builder or built by your organization.

***\* If our organization cannot afford a float at this time, are there other options?***

Organizations are encouraged to "team" together with another organization to defray the cost of a float. For more information, contact Lyle Ahrenholz at (616)392-5764.

Additionally, organizations may submit an application for a vehicle entry. Please see the Vehicle Guidelines in the Parade Guidelines for further details.

***\* When will we know if we are accepted?***

Applications will be reviewed and decisions made by the committee shortly after the deadline date. Letters of notification will be sent within two (2) weeks of that committee meeting. All applicants will get a letter of response, whether accepted or rejected.

***\* Are prizes/awards given?***

The Board of Directors of the Tulip Time Festival sponsors a float competition each year for the Muziekparade. Four prizes will be awarded:

**Tulip Time Festival Board of Directors Award**

Awarded to the entry that best depicts the Tulip Time theme.

Judging Criteria: creative use of live tulips, creativity of color patterns, visual presentation, costumes, and theme.

**The Governor's Award**

Awarded to the single most outstanding entry in the parade line-up.

Judging Criteria: originality; best implementation of Tulip or Dutch theme; and best total design, including use of color, tulips, costumes, and other decorations.

**The Mayor's Award**

Awarded to the most outstanding entry developed by a non-profit organization.

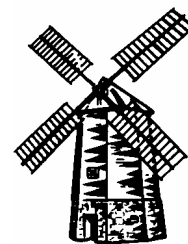
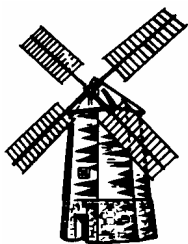
Judging Criteria: originality; best implementation of theme; best design including color, tulips, costumes, and other decorations.

**The President's Award**

Awarded to the most outstanding entry presented by a Tulip Time Corporate Sponsor.

Judging Criteria: best implementation of theme in conjunction with company identification.

***\*\*If you have further questions please contact Sue Schurman, Parade Coordinator, at 1-800-822-2770, ext. 108\*\****



*Volksparade (People's Parade) - Wednesday, May 5, 2010*  
*Kinderparade (Children's Parade) - Thursday, May 6, 2010*  
*Muziekparade (Parade of Bands) - Saturday, May 8, 2010*

## Application For Parade Participation

**Application Deadline: March 1, 2010**

Please fill out completely, and in detail, to help determine your acceptance, placement in parade, and media coverage. *Any changes made after approval of the application must be submitted to the parade committee for final acceptance.*

**Name of Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Physical location of organization (if different from mailing address) City:** \_\_\_\_\_ **State:** \_\_\_\_\_

**Telephone:** Daytime \_\_\_\_\_ Evening \_\_\_\_\_ Emergency cell \_\_\_\_\_  
 (for weather- related emergencies)

**E-Mail Address:** \_\_\_\_\_

**Check parade(s) you are applying for:**

Wed., May 5  
 Thur., May 6 (see guidelines)  
 Sat., May 8  
 (fee is the same for one parade or all three parades.)

**Type of Entry:**

Float  
 Color Guard  
 Vehicle  
 Other:  
 (\_\_\_\_\_)

**FESTIVAL USE ONLY**

Received Date: \_\_\_\_\_

Copied Date: \_\_\_\_\_ By: \_\_\_\_\_

Entered Date: \_\_\_\_\_ By: \_\_\_\_\_

Status: Accepted Rejected Pending

Status Letter Sent: \_\_\_\_\_ By: \_\_\_\_\_

Media Entered Date: \_\_\_\_\_ By: \_\_\_\_\_

**Please Check One:**

**Business**  **Non-Profit**  **Festival Sponsor**

**Media Information:** Our parades are televised. Please provide a short description of your organization (mission, tag line, or the like) and any recent activities, awards or other accomplishments of note:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Has your organization participated in the Festival before?** \_\_\_Yes \_\_\_No

If yes, what was the most recent year? \_\_\_\_\_ Total number of years \_\_\_\_\_

**Detailed description of entry:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please Note:** All new entries and entries that have changed since their last Tulip Time appearance must send in a photo or sketch of their entry.

**Who is building your float?** \_\_\_\_\_ **Dimensions of float** \_\_\_\_\_

**Number of people involved:** \_\_\_\_\_

**Description of costumes/dress:** \_\_\_\_\_  
\_\_\_\_\_

**Does this entry involve music in any way?** \_\_\_Yes \_\_\_No

If yes, please state type of music: \_\_\_\_\_

If yes, is the volume adjustable? \_\_\_Yes \_\_\_No

**Will you be carrying firearms of any kind?** (including replicas) \_\_\_Yes \_\_\_No

**Please note that no firearm will be loaded at any time.** Firearms will be inspected prior to step off by the Holland Police Department, and must be carried over the shoulder only.

**Vehicle Entry:** make \_\_\_\_\_ model \_\_\_\_\_ year \_\_\_\_\_

**Please note:** One vehicle is allowed per organization. Additional vehicles must be approved by the parade committee. Submit your request for additional vehicles here: \_\_\_\_\_

*Please review the vehicle guidelines in the Parade Guidelines prior to submitting your application. Vehicle entries must submit a photo of the vehicle. **Please secure your vehicle prior to submitting your application***

**Tow Vehicle:** make \_\_\_\_\_ model \_\_\_\_\_ year \_\_\_\_\_

**Note:** Each float must have its own tow vehicle that is no more than 5 years old (two or more floats may not share a single tow vehicle). Float drop off is prohibited on Van Raalte Avenue. All vehicles must be clean and in good running order, or they will be removed from the parade line-up. Tow vehicles may be available from Crown Motors.

**Please list other parades/events your group has participated in:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

.....  
**I have read the accompanying guideline information packet and agree to abide by the guidelines set forth therein:** \_\_\_\_\_ (sign here)

**Please send completed application to:**  
Sue Schurman  
Tulip Time Festival, Inc.  
238 S. River Ave  
Holland, MI 49423  
Fax: (616) 396-4545

## Tulip Time Parade Participation Fees

**FLOATS:** Festival Sponsor/Non-profit organization ~ Fee is waived Business ~ \$125

**OTHER ENTRIES:** Festival Sponsor/Non-profit organization ~ Fee is waived Business ~ \$100

Please make check/money order payable to Tulip Time Festival, Inc. Payment must accompany the application for consideration. This is a single fee, not per parade. Payment will be returned if application is not accepted by the Parade Committee; however, payment is non-refundable once entry is accepted.

### **Billing Information for Credit Card:**

Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

***Please check one:***     *Visa*     *MasterCard*     *Discover*

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Security Code (last 3 digits on back of card) \_\_\_\_\_ Amount To Be Charged \$ \_\_\_\_\_

***Thank you for your assistance in covering the costs of putting on our wonderful festival parades.***